

(Translation)

January 30, 2008

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi,
Chairman, President and
Representative Director (CEO)

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further inquiry: Takatoshi Akiba,
Executive Officer
(TEL: 03-6215-9955)

Notice of Adjustment to the Forecasts of Whole-Year Operating Results
(Consolidated/Non-Consolidated) for the Year Ending March 31, 2008 of
the Company's Subsidiary (TMS Entertainment, Ltd.)

Notice is hereby given that TMS Entertainment, Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), has made adjustment to the forecasts of its whole-year consolidated and non-consolidated operating results for the year ending March 31, 2008 (from April 1, 2007 to March 31, 2008), which was given at the time of publication of its interim financial statements on November 2, 2007, as described in the attachment hereto.

The Company is closely examining any possible effect thereof on the whole-year operating results of the Company for the year ending March 31, 2008 at present. In the event that any adjustment is to be made to the forecasts thereof, it will be publicized promptly.

<<Attached material: Press release of TMS Entertainment, Ltd.
"Notice of Adjustment to the Forecasts of Whole-Year Operating
Results (Consolidated/Non-Consolidated) for the Year Ending March
31, 2008">>

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(Translation)

January 30, 2008

Dear Sirs,

Name of Company: TMS Entertainment, Ltd.
Name of Representative: Masanori Koga,
President and Representative
Director
Code No: 3585
Listing Exchange: Nagoya Stock Exchange 2nd
Section
Further Inquiry: Katsuhiro Yamada,
Managing Director and Division
Manager, Administration Division
(TEL: 03-5325-9111)

Notice of Adjustment to the Forecasts of Whole-Year Operating Results
(Consolidated/Non-Consolidated) for the Year Ending March 31, 2008

Notice is hereby given that TMS Entertainment, Ltd. (the "Company") has made adjustment to the forecasts of its whole-year operating results for the year ending March 31, 2008 (from April 1, 2007 to March 31, 2008), which was given at the time of publication of its interim financial statements on November 2, 2007, as described below:

Description

1. Adjustment to the forecast of the whole-year consolidated operating results for the year ending March 31, 2008 (from April 1, 2007 to March 31, 2008):

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	16,230	1,660	1,700	1,000	¥23.50
Adjusted forecast (B)	14,800	870	900	530	¥12.46
Amount of increase or decrease (B-A)	(-) 1,430	(-) 790	(-) 800	(-) 470	(-) ¥11.04
Rate of increase or decrease	(-) 8.8%	(-) 47.6%	(-) 47.1%	(-) 47.0%	(-) 47.0%
(For reference) Operating results for the year ended March 31, 2007	15,592	1,602	1,601	1,386	¥32.57

<Reasons for the adjustment>

Net sales are expected to decrease ¥1,430 million from the previous forecast due to a decrease in the number of films produced and stagnant revenues from overseas sales and domestic video sales in its animation business, as well as sluggish sales of the existing facilities in its amusement business.

Due to such decrease in net sales as described above and an increase in selling, general and administrative expenses, operating income and ordinary income are expected to decrease ¥790 million and ¥800 million, respectively, from the previous forecast.

Net income is expected to decrease ¥470 million from the previous forecast largely due to such decrease in incomes as described above, in spite of a decrease in income tax expenses.

2. Adjustment to the forecast of the whole-year non-consolidated operating results (from April 1, 2007 to March 31, 2008):

(million yen except otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
Previous forecast (A)	16,030	1,580	1,650	960	¥22.56
Adjusted forecast (B)	14,400	790	850	500	¥11.75
Amount of increase or decrease (B-A)	(-) 1,630	(-) 790	(-) 800	(-) 460	(-) ¥10.81
Rate of increase or decrease	(-) 10.2%	(-) 50.0%	(-) 48.5%	(-) 47.9%	(-) 47.9%
(For reference) Operating results for the year ended March 31, 2007	15,192	1,508	1,541	1,052	¥24.73

<Reasons for the adjustment>

Due to the same reasons for the adjustment to the forecast of the consolidated operating results, net sales, operating income, ordinary income and net income are expected to decrease ¥1,630 million, ¥790 million, ¥800 million and ¥460 million, respectively, from the previous forecast.

* The above forecasts of operating results are made based on the information available to management as of the date hereof. Actual results may differ from the projected figures due to a variety of factors in the future.

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